



**How to Throw an Influencer-Friendly Corporate Event  
(with a checklist and examples, written by an influencer)**

I've attended more events than I can count as an influencer. It's something I love to do! Here are some [videos](#) I've created of events I've attended over the last year or two.

Influencer marketing is huge right now, and it's still on the upswing. One way to get a lot of marketing around an event you are throwing is to invite influencers. There's key ways to attract influencers to an event, ensure they have a great time while they are there, and encourage them to create and post quality content to share with their followings. I've included an easy check list, and here are some examples and explanations:

## ***Planning the Event***

### **Venue**

The venue can act as a draw. Choose a venue that is very beautiful, expensive, or hard to access. Roof tops are popular. They are usually off-limits and they often have built-in beautiful views. I've been to events at:

- Top of the Rock
- Fancy hotels
- A luxury penthouse apartment
- On a yacht
- New York Public Library after hours
- Twitter headquarters, to name a few.

The more interesting and exclusive the venue, the better. Don't be afraid to explain to the venue that you will have influencers at your event. Many of them realize the influencers will geotag them; that's a benefit to them as well.

Another option is to use a secret location, just giving an area of town and the type of venue. The air of mystery can be interesting.

With the venue, make sure there are outlets or even designate a charging station so that no one's dead battery prevents them from posting. Ensure there is wifi. On several occasions I have been to events that have pulled out all the stops, only to discover there is no wifi and I can't post to Snapchat or IG/FB Stories. You miss a huge marketing opportunity if your digital natives do not have internet access.

Make sure there is adequate lighting, particularly if your event is in the evening. Influencers typically keep high quality control on their posts (that's partly how they became influencers). Dark, grainy photos will not be posted.

### **Swag Bag**

A high-value, well-appointed swag bag is also an incentive to attend. Work with brands who want exposure to put together a bag that makes sense for the event / the influencers. Pens and hats and t-shirts are common, but not memorable. If you can personalize the gifts to the influencer, great. I once attended a fashion event that asked me for my bra / underwear size and I actually love the set they included in my bag. Phone chargers are a popular giveaway at the moment, as are insulated water bottles, pins, and sunglasses. Some more examples of swag-bag giveaways that made an impression on me: gift certificate to make my own personalized phone case, box of fresh macarons, and a branded Metro Card.



## Entertainment

I've been to events with insta-famous DJ's like @vashtie, @meldebarge, and @angellanddren. They draw influencers there, will likely post themselves, and will also likely be posted by influencers.

## Drinks

It is best practice to have an open bar. Having a trendy, signature cocktail that is highly photographable will increase posting. Some examples that stand out in my mind:

- Vodka-lemonade spritzer with a fresh sprig of thyme;
- Rosé with an ice-pop in the glass;
- Martini with citrus foam and edible sparkles;
- Toasted-coconut margarita.



## Food

Food should be colorful and beautiful as well. It should be set out on an arranged, well-kept buffet and/or butlered so that everyone can get easy access to the food. If you can get trendy foods, great. Recently I attended an event that had @wowfulls and @10belowicecream. The staff was making the desserts on site, and it seemed everyone had their phones out to capture the novel treats.



### ***Leading Up to the Event***

Delivering a package to an influencer prior to the event is an almost-guaranteed way to get a post in advance of the event. Include a VIP wristband or lanyard, a personalized, handwritten note, and / or a small gift. This furthers the relationship and in doing so, decreases the chance that the influencer will be a no-show.

Other ways of helping to secure attendance and keeping influencers happy is to give them a responsive, personal point of contact. Also, promote influencers who have signed on to attend and of course, send a reminder email about one day in advance of the event with full details for easy reference.

## ***Arriving at the Event***

Have a special check-in for the influencers. They are not used to waiting on lines. Let them check in with the media or perhaps the VIPs. Have a bracelet or a card with the hashtags and corporate accounts you want people to use at the event along with the wifi info (or even better, make an open wifi). I can't tell you the number of times I've seen people ready to post, phone in hand, asking, "Wait, what's the hashtag again?" Hashtags are such an important way of both tracking and promoting your event. Make it easy for everyone to use it.



Have a coat check / item check so that people can drop their coats or bags before going into the event.

Have a red-carpet area with a branded backdrop, like you'd see at a movie premiere. Anything "VIP-like" is more likely to be shared over social media by your influencers. Have a photographer there to take pictures that can be emailed, texted, or posted immediately, and also have the photographer offer to take photos with cell phones. This makes it very easy to share them over social media.



#GoogleBlockParty



### ***During the Event***

#### **Staffing**

Make sure the event is well-staffed. Excellent service is a quick way to give the event a luxury feel. Don't have people waiting for food or drinks; give them every opportunity to create photos.

#### **Hashtags**

Yes, again with the hashtags! Have small signs with the hashtags, corporate account info, and wifi info strategically placed on the bar, buffet, cocktail tables, etc. They should also be on the photos you are printing and giveaways, whenever possible.

## Photo Booths

Have a photo booth with a fun, novel angle. Props are popular. I've seen photo booths covered in shiny Mylar balloons, mirrored photo booths, and a photo booth that created 3-D photos. One time, the photos were printed onto edible paper and laid atop cocktails. The photos should be printed, but a digital copy should also be provided and able to be shared directly to social platforms.



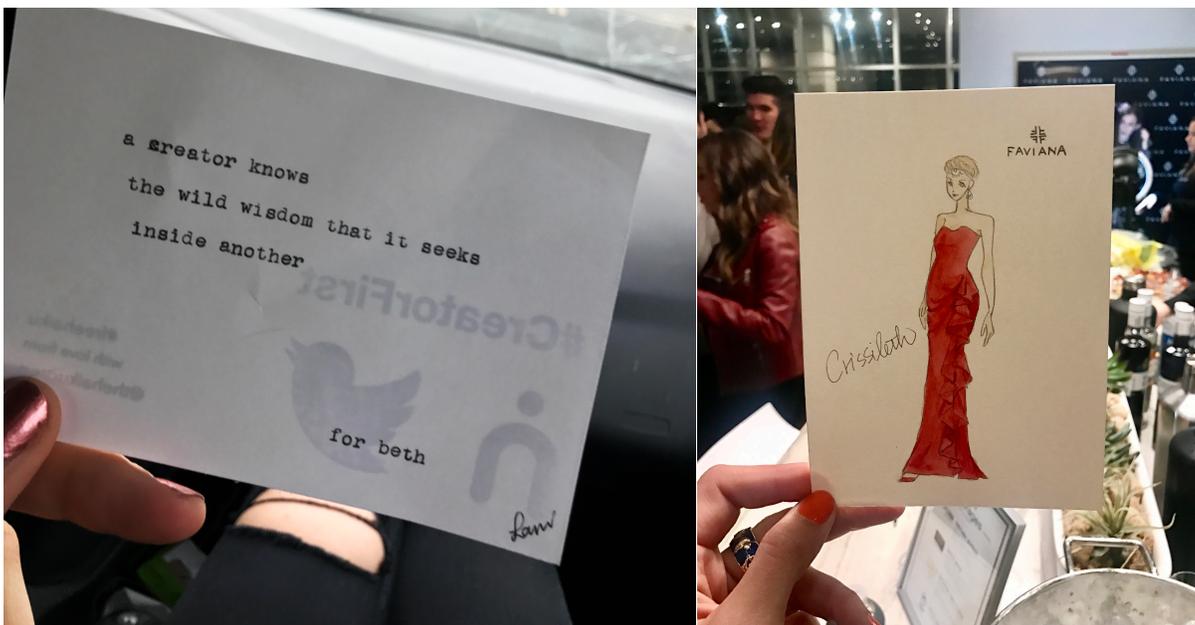
## Posting

Have someone posting from the corporate account during the event. Tag influencers. This makes it easy for them to engage with the company account, tag, retweet, etc.

## Interactive Activities

This is one of the main things that sets off influencer events from normal events. The top influencer events tend to have “stations” at which there are interactive activities. Anything personalized makes it more special, but it can’t take too much time. These stations are designed to be interesting and picture-worthy so the influencers can create engaging content easily. Here are some examples of activity stations:

- A painted plywood wall on which influencers could create street art / graffiti
- Retro, large arcade games
- Virtual reality headsets
- High-quality temporary tattoos
- Personalize a Coca-Cola can
- On-the-spot personalized typewritten haiku poems
- Small watercolor painting of the influencer
- S’mores making
- Essential oils choosing
- Personalized screen-printing t-shirts and bags
- @Bumbys ratings
- Personalized leather luggage tags
- Close-up magician



## Leaving the Event

It’s best to give out the swag bags as your influencers are leaving. They won’t want to carry it with them all evening, and plus the promise of a nice gift keeps them at the event longer. This also provides one more time you can thank them and ask them to post and tag.

## After the Event

This is where a lot of brands drop the ball. Follow up after the event with a personalized note or email. Thank them for attending and tell them you loved their stories / photos. Link them to pictures of the event on Getty

Images on the corporate site / Facebook, wherever they are kept. They are likely to share photos that include themselves. If you'd like social content for corporate accounts, encourage them to send along pictures and video via email or drop box. They've likely taken a lot more than they are willing to post, but they'd be happy to let you post it with credit. A follow up also helps strengthen the relationship so you can call on them again for future events.

### ***Conclusion***

In closing, what you are trying to do with every action is 3 simple things:

1. Attract the best quality influencers
2. Develop a relationship with them
3. Give them every opportunity to create and post high-quality content

	<b>CHECKLIST</b>
	<b>Planning the Event</b>
	Choose beautiful, expensive, or hard-to-access venue to attract high-caliber influencers
	Choose influencers who fit well with your brand
	Ask your top influencers if there is someone they would recommend
	Contract with the influencers or lay out expectations clearly
	Book insta-famous DJ or great band
	Ensure there is great lighting to facilitate great shots
	Set up wifi access so everyone can live-post
	Set up a Snapchat filter
	Plan to have open outlets for charging / charging station
	Put together a thoughtful, well-appointed swag bag
	<b>Leading Up to Event</b>
	Personal invites with reference to incentives - swag bag value / brands, venue, etc.
	Delivered package to influencers in advance of the event w/ personal, handwritten note
	VIP bracelet / neck lanyard
	Give the influencer a point of contact for any questions / issues
	Promote any high-profile instagrammers or guests who have signed on
	Reminder email the day before with full details
	<b>Arriving</b>
	Special check-in for influencers (with media, VIP, etc.) (no lines)
	Posted and verbal reminders as to what are the hashtags / Snapchat filter for the event
	Posted wifi password, or card handout
	Coat check / item check
	Red carpet / branded backdrop with photographer who offers to take pics on mobile phones
	<b>During</b>
	Well-staffed, well-stocked open bar with a signature, instagrammable cocktail
	Prominently displayed event hashtags on tables, bar, etc.
	Butlered or buffet of instagrammable food
	Photo booth that emails branded boomerangs / gifs / photos
	Post with corporate account during the event, tagging influencers
	Interactive, personalized activity stations
	<b>Leaving</b>
	Personalized swag bag on way out
	Thank them for coming, reminder about hashtag
	<b>After</b>
	Personalized mail or email influencers thanking them for attendance
	Remind them of hashtags
	Request photos/video be emailed/drop boxed to you as they may have extra but not want to post them
	Post / re-post content from influencers and tag them